



Office of the City Manager

December 17, 2013

To: Honorable Mayor and  
Members of the City Council

From: Christine Daniel, City Manager *CD*

Subject: **2-1-1 Phone Service (Social Services Hotline)**

Attached is the 2-1-1 Narrative Report for November 2013, including a summary of calls by city. If you have any questions, please contact Butch Lavin, Network Operations Manager in the Information Technology Department, at 981-6557.

Attachment

cc: William Rogers, Deputy City Manager  
Mark Numainville, City Clerk  
Ann-Marie Hogan, City Auditor  
Donna LaSala, Information Technology (IT) Director  
Butch Lavin, Network Operations Manager, IT  
Teresa Berkeley-Simmons, Budget Manager

## Gan, Yvette

---

**From:** Cece Marin [cece@edenir.org]  
**Sent:** Tuesday, December 17, 2013 12:02 PM  
**To:** Gan, Yvette  
**Subject:** FW: 2-1-1 Monthly Report for November 2013  
**Attachments:** 2-1-1 Narrative ReportNovember13.pdf; CitySummary\_November2013.pdf; CitySummary\_November2013\_YTD-FY.pdf

Dear Berkeley Mayor, Council Members and City Manager:

During the month of November, 8,868 calls were handled by 2-1-1 Resource Specialists and 13,482 health, housing and human service referrals were provided. Of the unduplicated callers, 81% were female, 36% were single-headed households with minor children, and 43% had disabilities. The call examples in the attached report show the breadth and depth of calls handled. Additional people are also relying on Eden I&R's online health and human service resource directory; in November it received 99,107 hits from 11,537 visitors.

Last month, Eden I&R, a Certified Enrollment Entity (CEE) through the Covered California health insurance exchange, began assisting people in completing their applications for health insurance under the Affordable Healthcare Act. In order to become a CEE, two of the agency's staff attended a 2.5 day training, completed an assortment of online modules, and took and passed an exam to become Certified Enrollment Counselors (CEC). These staff, both fluent in at least two languages, have been meeting with people in person at Eden I&R's offices. The CECs have had a steady stream of appointments as people are trying to get enrolled before the January 1, 2014 deadline. Several of the applicants were not familiar with 2-1-1 prior to coming in for their appointments. Once they learned about it they informed the CECs they were in need of referrals. These individuals, having never had to seek assistance before, had no idea where to go. The CECs, both trained on the 2-1-1 phone line, were able to provide several referrals to each of those in need.

The holiday season kicked off in November. 2-1-1 is once again providing referrals to a number of resources throughout the County for holiday food baskets and toys for needy families.

Attached are the complete 2-1-1 Narrative and Statistical Reports for the month of November 2013 which contain the information above as well as the remainder of the activities and statistics for the 2-1-1 program. If you have any questions or problems with the attachments, please let me know.

Thank you for your continued support of 2-1-1.

Sincerely,

Barbara Bernstein  
Executive Director  
Eden I&R, Inc., 570 B Street, Hayward, CA 94541  
Phone: 510-537-2710 ext 8  
FAX: 510-537-0896  
Email: [bbernstein@edenir.org](mailto:bbernstein@edenir.org)  
Agency Website: [www.edenir.org](http://www.edenir.org)

*2-1-1 is a toll-free phone number that provides **free and confidential** information and referrals to callers from Alameda County. You have access to hundreds of health and social services by simply dialing 2-1-1 (or 888-886-9660). Call to speak with a live call specialist 24 hours a day, seven days a week. Alameda County 2-1-1 is an initiative of Eden I&R, Inc - learn more online at [www.211alamedacounty.org](http://www.211alamedacounty.org) or [www.edenir.org](http://www.edenir.org).*

The new 2014 edition of The Big Blue Book: The Directory of Human Services for Alameda County will be available for distribution in January 2014. This comprehensive, one-of-a-kind directory is sold on a first-come, first-serve basis. Order your new edition now by contacting Cece Marin at 510-537-2710, ext.8.

## EDEN I & R, Inc.

### 2-1-1 Alameda County Monthly Narrative Report: November 2013

#### Noteworthy Updates

During the month of November, 8,868 calls were handled by 2-1-1 Resource Specialists and 13,482 health, housing and human service referrals were provided. Of the unduplicated callers, 81% were female, 36% were single-headed households with minor children, and 43% had disabilities. The call examples below show the breadth and depth of calls handled. Additional people are also relying on Eden I&R's online health and human service resource directory; in November it received 99,107 hits from 11,537 visitors.

This month, Eden I&R, a Certified Enrollment Entity (CEE) through the Covered California health insurance exchange, began assisting people in completing their applications for health insurance under the Affordable Healthcare Act. In order to become a CEE, two of the agency's staff attended a 2.5 day training, completed an assortment of online modules, and took and passed an exam to become Certified Enrollment Counselors (CEC). These staff, both fluent in at least two languages, have been meeting with people in person at Eden I&R's offices. The CECs have had a steady stream of appointments as people are trying to get enrolled before the January 1, 2014 deadline. Several of the applicants were not familiar with 2-1-1 prior to coming in for their appointments. Once they learned about it they informed the CECs they were in need of referrals. These individuals, having never had to seek assistance before, had no idea where to go. The CECs, both trained on the 2-1-1 phone line, were able to provide several referrals to each of those in need.

The holiday season kicked off this month. 2-1-1 is once again providing referrals to a number of resources throughout the County for holiday food baskets and toys for needy families.

#### Call Information

	~A homeless, pregnant single mother of two children called from Berkeley for resources. She informed the Phone Resource Specialist that she had recently been released from incarceration, with no income or benefits for herself and her children. The caller was referred to CalWorks, CalFresh, and Medi-Cal for income and benefits; Alameda County's Re-Entry Pilot Program for employment; Sunrise Village for shelter, and Ariel Outreach and Alpha Omega for transitional housing once her CalWorks starts; the DMV Reduced-Fee ID Card program; and Compass Family Services' Housing Access Project (HAP) for housing subsidies.
	~A single female senior with a physical disability called from San Leandro seeking assistance with payment of her utility bills. The caller was referred to REACH for the PG&E bill, and also CRIL for help applying for SSI, and the City of Oakland Senior Companion Program for transportation and assistance.
	~ A single mother of two children living with her grandmother in Dublin called for holiday program assistance. The caller was referred to CityTeam Ministries and the Alameda County Food Bank Holiday Food Helpline, along with Children's Emergency Food Council for Thanksgiving and Christmas baskets. For non-holiday food assistance, the caller was referred to the Haven Food Pantry. For Christmas toys for the children, 2-1-1 referred the caller to CityTeam.
<b>Call Examples</b>	~ A Pleasanton caller who is a single parent with mental and physical disabilities and a victim of domestic violence called for assistance locating free laundry facilities, advocacy with public benefit programs, and food. The caller was referred to St. Vincent de Paul Visitation Center for Women and Children for laundry facilities, People with Disabilities Foundation and Homeless Action Center for advocacy assistance, and the Alameda County Food Bank and SSA for CalFresh enrollment assistance.
	~A mother of two children who was a victim of domestic violence called from Livermore seeking legal and immigration assistance related to domestic violence issues. The caller informed 2-1-1 that her husband, who was previously incarcerated, was constantly checking up on her. The husband's suspicions had led to verbal and physical abuse of her and their son, to the extent that he had forced them out of the family home. The caller informed the Livermore Police Department of the incident. 2-1-1 referred the caller to Mujeres Con Esperanza (Women with Hope) program for domestic violence education, and the following for legal/immigration counseling and assistance: Catholic Charities, International Institute of the Bay Area, and Centro Legal de la Raza.
	~ An Oakland case manager called on behalf of her client who had been raped and further traumatized when she found out she was pregnant. 2-1-1 referred the caller to Bay Area Women Against Rape and Alameda County Medical Center for support groups for victims of rape/incest.

## EDEN I & R, Inc.

<b>Caller Feedback</b>	~ "I live in Oakland, California. When I dial 2-1-1, I get everything I need. The workers are spectacular, they are so special and so understanding, they really understand. God bless you, please keep up the good service, I really love you guys. Thank you very much, thank you. God bless you."
	~ "I am calling from San Leandro. I talked to your operator and she was excellent. She helped me out so much. She is a beautiful person, and the conversation was excellent, and you folks have a beautiful day."
	~ "Your employee was very helpful, she gave me numbers to programs, and listened to everything I had to say. She was a very helpful ear, and very responsive to what I asked, she had information on everything I needed, and I really enjoyed my phone call. Thank you to her and thank you 2-1-1. It is a pleasure to know that there is a number out there that a person can call when they are in a bad situation. Unfortunately, I was just laid off from my job and like I said, your employee was very helpful with the information."
	~ "I just got off the phone with 2-1-1 and I just want to say your operator provided great services. Thank you."
	~ "I live in the city of Oakland and I was calling to let you know that another one of your resource specialists receives an A+ from me...very informative, very courteous and caring, offered me a lot of support, very knowledgeable and very pleasant to speak with. I do hope that she receives this feedback. I am kind of overwhelmed right now, but I do want to commend in terms of service what she did for me. I hope that you have more resource specialists like her to follow. Thank you very much."
<b>Staff Inservice Training Sessions</b>	~ Season of Sharing In-Service Presentation
	~ HealthPAC In-Service Presentation
	~ 2-1-1 Internal Staff Training: Review of MAA, CalFresh, and Call Note Documentation
	~ 2-1-1 Internal Staff Training: Crisis Calls and Best Practices in Call Handling

<b>Resource Information And Technology Updates</b>	
<b>Services Database</b>	~ Two new agencies were added to the services database this month.
	~ The services database contains 1,110 agencies and 2,863 programs.
	~ The process of updating the 597 "Directory" agencies is complete. Now we are proofreading to finalize the completion of the Big Blue Book 2014 edition.
<b>Housing Database</b>	~ 76 new units were added to the housing database this month.
	~ Housing Subscriptions (mail, PDF & OHIP) were sent to community-based organizations in Alameda County and San Francisco County.
<b>Online Services Website</b>	~ Eden I&R's health and human services data is provided free through the agency's publicly accessible websites at <a href="http://www.edenir.org">www.edenir.org</a> and <a href="http://www.211alamedacounty.org">www.211alamedacounty.org</a> , and <a href="http://www.alamedaco.info">www.alamedaco.info</a> . This month the Online Services Directory received 99,107 hits from 11,537 visitors.
<b>Technology</b>	~ Staff performed routine software and hardware maintenance, updated the agency website, and provided updated services data for the Online Service Directory and Healthy Cities websites.
	~ A shared calendar was created in Outlook to facilitate scheduling for two staff members who are Certified Enrollment Counselors and have begun providing direct assistance to individuals wishing to enroll in California's new healthcare system.
	~ Replacement batteries were purchased for four of Eden I&R older Uninterruptable Power Supplies (UPS) whose batteries were no longer holding a charge for more than 30 minutes. Once the new batteries are installed, each system will be capable of powering two 2-1-1 workstations for up to two hours.
	~ Staff are working with the Alameda-Contra Costa Transit District to develop a new Online Resource Directory which will include targeted pages and advanced search features for paratransit services in Alameda County.

<b>Outreach/Public Information Activities</b>	
<b>Meetings</b>	~ The Housing Outreach Coordinator participated in the Public Health discussion of creating a countywide registry for those with disabilities and the frail elderly.
	~ The Housing Outreach Coordinator is working in collaboration with the American Red Cross to develop a curriculum for rental property owners to prepare their properties and tenants for disaster-related scenarios.

## EDEN I & R, Inc.

<b>Meetings</b>	~ The Housing Outreach Coordinator is working in collaboration with the Oakland Housing Authority (OHA) to conduct outreach to rental property owners, on a monthly basis, to inform them of the opportunities with OHA and Eden I&R. Through this outreach property owners throughout the County are able to list their properties with us at no cost.
	~ The Housing Outreach Coordinator attended the Nor Cal VOAD meeting representing Eden I&R/2-1-1 Alameda County and the Alameda County VOAD.
	~ The Housing Outreach Coordinator attended the Alameda County Children in Emergency Committee meeting. There was discussion about what will happen to kids if there is an earthquake during working and school hours.
	~ The Housing Outreach Coordinator attended the Hayward Non-Profit Alliance meeting. The discussion this month was about social media and the non-profit world.
	~ The Deputy Director, 2-1-1 Program Manager, and AHIP Coordinator attended a meeting at Alameda County Community Housing Development to discuss the HOPWA (Housing Opportunities for People With HIV/AIDS) program requirements.
	~ The Deputy Director had a conference call with the California team of Intuit Financial Freedom Foundation (Turbo Tax) to discuss Eden I&R's participation in the 2014 free tax assistance events.
	~ The Deputy Director attended the first meeting of organizations in Alameda County who have become (or are in the process of becoming) Certified Enrollment Entities (CEE) for Covered California, the new health insurance exchange. The meeting provided an opportunity for agencies to find out which other agencies are CEEs, share best practices, troubleshoot, and ask one another for assistance navigating the brand new world of health care reform.
	~ The Executive and Deputy Directors were invited to an exploratory meeting hosted by the Oakland Fund for Children & Youth. Youth development funders and service providers discussed a variety of needs of underserved youth. In particular we discussed the possible creation of a web-based resource directory for youth, parents, teachers, community-based organizations, and others who serve youth. Eden I&R is well-positioned to assist with the creation and maintenance of such a resource.
	~ The Executive Director hosted Donald Frazier, the new Executive Director of Building Opportunities for Self-Sufficiency (BOSS), for a tour of the agency and discussions were held regarding enhanced ways in which our agencies could partner in the future.
	~ City staff from Livermore and Pleasanton visited Eden I&R in order to ensure the agency is in compliance with the funding contracts from each city. Staff met with the Executive Director, Deputy Director, and 2-1-1 Program Manager to review the contract performance, program effectiveness, compliance with objectives, and financial management. After the meeting, city staff were given a tour of the 2-1-1 call center. The agency was commended for their thorough and complete responses to the cities' request for information and no findings were issued.
	~ The Executive Director continued to attend the monthly re-entry meetings as strategic plans are being developed to guide the future efforts in this county related to reducing recidivism rates and overall criminal activity.
	~ The 2-1-1 Program Manager attended a community event at the Oakland Main Library to learn about the upcoming changes to the Coordinated Care Initiative in Alameda County, which included discussion of the population who will be impacted, selecting and enrolling in plans, opting out of plans, continuity of care, seeking assistance, and consumer rights and advocacy. Anthem Blue Cross, Alameda Alliance, and Centers for Elders Independence representative spoke about their agencies and services.
	~ The 2-1-1 Program Manager attended a community forum at Southgate Community Center hosted by Hayward Library Task Force to End Hunger and Homelessness and the League of Women Voters with the goal of developing next steps/solutions toward ending hunger and homelessness in Hayward.
<b>Fairs/Events/and Outreach</b>	~ The Development/Marketing Officer participated in and distributed 2-1-1 outreach and marketing materials at the City of Oakland Job Fair.
	~ 2-1-1 outreach and marketing materials were distributed this month to: University of Phoenix, Building Opportunities for Self-Sufficiency, Hayward Police Department, Roots Community Health Center, Alameda County Fire Department, and Hayward Adult School.
	~ The Housing Outreach Coordinator facilitated Housing Workshops for Center for Independent Living, Building Futures with Women and Children, and Hamilton Family Center (San Francisco).
	~ The Housing Outreach Coordinator attended a workshop sponsored by the Volunteer Center of the East Bay to help agencies better manage their volunteers.
	~ The Housing Outreach Coordinator attended the East Bay Housing Organization's (EBHO) annual membership meeting. Eden I&R has been a member since 1997 and an Affordable Housing Week participant since 1999.

**EDEN I & R, Inc.**

<b>Fairs/Events/and Outreach</b>	<p>~ The Executive Director was invited to be a guest at the PG&amp;E table (up front &amp; center) at the annual Oakland African American Chamber of Commerce luncheon. The featured guest was Benjamin Jealous, past President of the national NAACP, whose presentation was extremely informative and inspiring. There were many honored guests in the Marriott Hotel's conference center that day so the networking opportunities were appreciated. Thanks to PG&amp;E!</p>
	<p>~ The Executive Director, as the CAIRS statewide newsletter editor, produced the Fall 2013 CAIRS newsletter that focused on disaster drills, CalFresh, and statewide conferences and meetings.</p>
	<p>~ The Executive Director was honored to be a guest at Contra Costa County Crisis Center's fundraiser held at the Leshner Center for the Arts. She was able to meet directly with Dan Rather, the featured speaker that evening. Because the Crisis Center was the recipient of funding that evening, 2-1-1 was described in detail to the hundreds of people in attendance.</p>
	<p>~ Several Eden I&amp;R staff members had the opportunity and pleasure of attending Eden Housing's 45th Anniversary celebration in Hayward's beautiful City Hall Rotunda. Hundreds of people were among the honored guests who heard about Eden Housing's many successes over the years and their plans for the future. The food and drinks were fantastic as well!</p>
	<p>~ The Executive Director attended a bittersweet event that celebrated the retirement of Martin Torow from the Social Service Agency's contract department. Martin was a strong supporter of Eden I&amp;R throughout his tenure and he will be greatly missed.</p>

# Alameda County Summary By City

11/1/2013 Through 11/30/2013; 2-1-1

	<sup>1</sup> Total Calls	<sup>2</sup> Client Calls	<sup>3</sup> General Calls	<sup>4</sup> Un-duplicated Clients	Disabled Clients	Male Clients	Female Clients	<sup>5</sup> Youth Under 18	Single Mom W/ Minor Children	Referrals
Alameda	195	101	94	75	26	19	56	41	29	345
Albany	25	13	12	8	2	2	6	3	2	58
Berkeley	761	399	362	206	110	44	162	102	79	1141
Castro Valley	102	57	45	42	11	11	31	24	16	186
Dublin	49	24	25	23	10	4	19	13	9	92
Emeryville	46	20	26	17	6	4	13	7	6	81
Fremont	345	193	152	142	55	29	113	66	43	542
Hayward	1038	627	411	451	175	70	380	281	174	1896
Livermore	139	78	61	58	17	13	45	31	20	206
Newark	86	53	33	39	16	8	31	26	17	169
Oakland	4052	2073	1979	1443	649	267	1175	778	528	6800
Pleasanton	49	28	21	22	11	5	17	11	7	79
San Leandro	516	336	180	242	103	36	206	130	86	956
San Lorenzo	72	51	21	39	15	6	33	21	11	168
Union City	134	88	46	65	23	14	51	34	16	231
Other	1258	134	1124	103	44	20	83	34	27	531
<b>Grand Total:</b>	<b>8868</b>	<b>4275</b>	<b>4593</b>	<b>2975</b>	<b>1273</b>	<b>552</b>	<b>2421</b>	<b>1602</b>	<b>1070</b>	<b>13482</b>

1. Total Calls: The total of Client Calls and General Calls for the reporting period.
2. Client Calls: The number of times Clients called during the reporting period.
3. General Calls: The number of callers who did not provide demographic information, birth date, and full address.
4. Unduplicated Clients: The number of unduplicated clients who called during the reporting period. These are callers willing to provide demographic information, birth date, and full address.
5. Youth Under 18: The total number of households with youth under the age of 18 in the household.

# Alameda County Summary By City

7/1/2013 Through 11/30/2013; 2-1-1

	<sup>1</sup> Total Calls	<sup>2</sup> Client Calls	<sup>3</sup> General Calls	<sup>4</sup> Un-duplicated Clients	Disabled Clients	Male Clients	Female Clients	<sup>5</sup> Youth Under 18	Single Mom W/ Minor Children	Referrals
Alameda	971	552	419	352	148	80	272	177	115	1736
Albany	104	53	51	37	15	9	28	10	7	239
Berkeley	2781	1388	1393	663	315	177	486	261	182	4603
Castro Valley	617	366	251	203	69	39	164	99	63	1081
Dublin	269	151	118	99	33	19	80	46	30	470
Emeryville	221	129	92	80	31	18	62	34	25	411
Fremont	1933	1173	760	650	238	157	492	307	177	3387
Hayward	5704	3486	2218	1887	676	353	1533	1091	679	10617
Livermore	762	416	346	258	89	46	212	137	74	1353
Newark	523	358	165	180	68	33	147	105	66	911
Oakland	20502	10772	9730	5795	2330	1278	4514	2971	2018	36363
Piedmont	14	2	12	3	1	1	2	0	0	32
Pleasanton	336	201	135	112	35	25	87	61	35	634
San Leandro	2811	1845	966	964	369	181	783	484	313	5522
San Lorenzo	363	255	108	154	50	29	125	88	53	711
Sunol	4	3	1	3	1	1	2	0	0	13
Union City	699	457	242	272	93	50	222	150	89	1284
Other	6303	630	5673	428	165	95	333	142	106	2822
<b>Grand Total:</b>	<b>44917</b>	<b>22237</b>	<b>22680</b>	<b>12140</b>	<b>4726</b>	<b>2591</b>	<b>9544</b>	<b>6163</b>	<b>4032</b>	<b>72189</b>

1. Total Calls: The total of Client Calls and General Calls for the reporting period.
2. Client Calls: The number of times Clients called during the reporting period.
3. General Calls: The number of callers who did not provide demographic information, birth date, and full address.
4. Unduplicated Clients: The number of unduplicated clients who called during the reporting period. These are callers willing to provide demographic information, birth date, and full address.
5. Youth Under 18: The total number of households with youth under the age of 18 in the household.